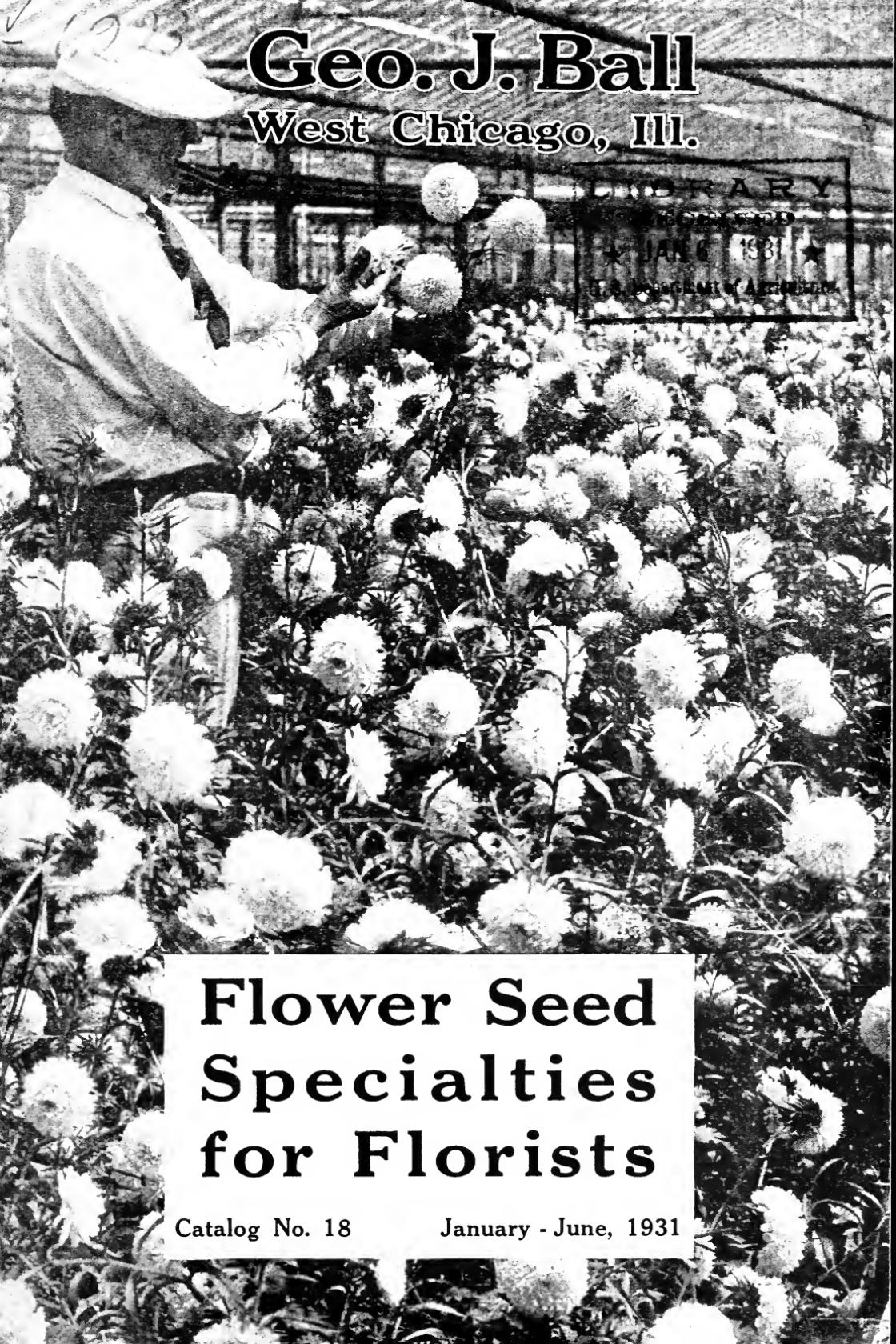


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**Flower Seed
Specialties
for Florists**

Catalog No. 18

January - June, 1931

Business Terms —

DISCLAIMER: I, GEO. J. BALL, give no warranty, expressed or implied, as to description, quality, productiveness or any other matter of any seeds or plants I sell, and I will not be in any way responsible for the crop. If the purchaser does not accept the seeds or plants on these terms, they are at once to be returned, and the money paid for same will be promptly refunded.

However, we exercise the utmost care, not only to furnish seeds true to name, but of good germination. All our seeds are regularly tested for germination. This is done in our greenhouses under the same conditions that you will grow them. Testing seed under the ideal conditions set up by a seed-testing machine is sometimes misleading.

WE PAY POSTAGE on all seeds from this catalogue to florists. This does away with your figuring postage according to postal rates and zones.

DISCOUNTS: On all orders of \$3.00 and up to \$10.00 a discount of 3% is allowed when remittance is enclosed with order. Orders of \$10.00 and over, 5% discount is allowed when remittance is enclosed with order. Special quotations are strictly net unless otherwise agreed upon.

TO AVOID DELAY in filling your order, please note: If you are unknown to us or have no commercial rating, cash must be enclosed with order unless satisfactory Chicago trade reference is submitted.

SMALL ORDERS: We gladly welcome and assure the same liberal and prompt attention given to larger ones. In return we suggest that cash be enclosed.

Please bear in mind that our seed specialties cannot be bought from jobbers except in our packets, because we do not sell to them in bulk. Avoid disappointment on this point by ordering direct from this catalogue.

OUR SERVICE: We realize that the life of our business depends on your success with our seed. It follows that we must not only supply you with good seed, but be of what service we can in growing it into a profitable crop. For those not familiar with growing the crops treated, we publish the following circulars that cover the subjects in considerable detail:

Early or Winter Sweet Peas.
Late or Summer Sweet Peas.
Growing Calendula for Market.
Calendula for the Retail Grower, by Fritz Bahr.

The Latest Development in Asters.
Growing Double Stocks.
Miscellaneous Cut Flower Crops.
Notes on Zinnias.

These circulars are written to provide the practical and necessary details for growing the crops treated. If you are not familiar with them, we suggest that they might be of some service to you. They are part of our complimentary service.



Crop of Our Strain of Double-flowering Stocks in Greenhouses at West Chicago.

January, 1931

DURING the past few years the most profitable greenhouse crops have been the cut flower specialties this catalogue offers you. The growing demand for them represents a reaction against the too many roses and carnations of the past. Trade in all lines is stimulated by variety, and in the various crops so economically and easily grown from seed, variety in form and color is endless.

We are extensive market growers of the specialties we are offering you seed of and we have originated and improved many of them. This experience gives us first-hand and practical information on most suitable varieties for all purposes and this information you will find made use of in this catalogue. On pages 8 and 9 you will find suggestions on the new and successful method of handling asters. Pages 10 and 11 are given over to fine strains of stocks—one of our leading cut flower and seed specialties.

We trust that our service in the past has met with your approval and that we shall have the pleasure of serving you further. We firmly believe that 1931 will be one of steady business revival. Let us help you stock up with

"ALL THE BEST AND NOTHING ELSE."

Gro. J. Ball.
WEST CHICAGO,
ILL.

Early or Winter Sweet Peas

THIS type may be sown to advantage in northern greenhouses up to Valentine's Day. Sowings made after that date hardly become strong enough to produce good flowers before they are overtaken by the heat of spring.

One of our most profitable plantings of peas is made from 2½-in. pots and follows a crop discarded after Valentine's Day. The sowing for this is made early in January.

With the coming of open spring weather, early peas are forced into flower though but a few feet high. For this reason late sowings do not have time to become strong and tall and usually four to five feet is all the headroom they require. Late plantings should be made in ground beds and after they come in flower they should be watered freely.

Varieties that we find of outstanding value for late planting and that we feel sure are safe for all sections and demands are marked with a star (*).

PRICES ON ALL WINTER PEAS

	¼ oz.	1 oz.	4 ozs.	1 lb.
AURORA. Flaked orange-white.....	\$.30	\$0.50	\$1.50	\$ 5.00
BALL'S BLUE. Finest blue Spencer.....	.30	.50	1.75	6.00
*BALL ORANGE. Best orange.....	.60	1.00	3.00	10.00
*BALL ROSE. Finest deep rose.....	.30	.50	1.75	6.00
*BALL ROSE QUEEN. Finest rose.....	.30	.50	1.75	6.00
BLUE BIRD. Standard blue.....	.30	.50	1.60	5.50
BLUE BONNET. Clear deep blue.....	.80	1.50	4.50	15.00
BLUE JACKET. Dark blue.....	.30	.50	1.50	5.00
BRIGHT LIGHT. Improved Vulcan.....	.30	.50	1.60	5.50
BURPEE'S ORANGE. Standard orange.....	.35	.65	2.20	7.00
*CHEVALIER. Dark rose.....	.30	.50	1.60	5.50
COLUMBIA. Blanche Perry pink.....	.30	.50	1.50	5.00
ELDORADO. Salmon-orange.....	.35	.65	2.20	7.00
FAIR MAID. Light pink.....	.30	.50	1.60	5.50
*FLAMINGO. Orange-rose.....	.30	.50	1.60	5.50
GIANT ROSE. Largest rose.....	.30	.50	1.75	7.00
GLITTERS. Orange-scarlet.....	.30	.50	1.60	5.50
GLORIOUS. Rosy purple.....	.25	.40	1.25	4.40
*GORGEOUS. Salmon-cerise.....	.30	.50	1.50	5.00
*GRENADIER. Poppy scarlet.....	.35	.60	1.75	6.00
HARLEQUIN. Deep chocolate.....	.30	.50	1.60	5.50
*HARMONY. Standard lavender.....	.30	.50	1.60	5.50
HOPE. New black-seeded pure white.....	1.25	2.00	7.00
INDIGO BLUE. Rich dark blue.....	.35	.65	2.20	7.00
*JEANNE MAMITSCH. Long-stemmed pink.....	.35	.60	1.75	6.00
LADDIE. New. Long-stemmed, large rose-pink.....	1.00	1.75	6.00
LAVENDER KING. Rosy lavender.....	.30	.50	1.50	5.00
LOUISE GUDE. Good pink.....	.30	.50	1.50	5.00
MAJESTIC ROSE.....	1.00	1.50	5.00	18.00
*MARINE BLUE. Extra large deep blue.....	.60	1.00	3.50	12.00
MEADOW LARK. Deep cream.....	.30	.50	1.50	5.00
MISS SPOKANE. Bright red.....	.30	.50	1.50	5.00
MRS. COOLIDGE. Fine salmon-pink.....	.35	.60	1.75	6.00
MRS. HARDING. The Harding blue.....	.30	.50	1.60	5.50
*MRS. HERBERT HOOVER. Blue.....	.60	1.00	3.75	14.00
MRS. KERR. Rich salmon.....	.35	.60	1.75	6.00
PINK CHEROKEE. Cream-pink.....	.35	.60	1.85	6.50
QUAKER LADY. Rosy lavender.....	.30	.50	1.50	5.00
SILVER BLUE. Light blue.....	.30	.50	1.50	5.00
SNOWSTORM. Standard white.....	.30	.50	1.50	5.00
SPRINGSONG. Rose-tinged salmon.....	.35	.60	2.00	7.00
SUNRAY.....	.60	1.00	3.75	12.50
SUPERIOR PINK. Deep rose.....	.35	.60	1.75	6.00
SWEET LAVENDER. Not tall.....	.30	.50	1.50	5.00
TORCH. Salmon-orange.....	.30	.50	1.50	5.00
VULCAN. Bright scarlet.....	.30	.50	1.50	5.25
*WHITE HARMONY. Finest white.....	.60	1.00	3.00	10.00
WHITE STAR. Black-seeded.....	.30	.50	1.50	5.00
YARAWA. Cream-rose.....	.30	.50	1.50	5.00
ZVOLANEK'S ROSE. Standard rose.....	.30	.50	1.60	5.50
*"ALL THE BEST" MIXTURE.....	.30	.50	1.50	5.00

Late or Summer Peas

WHEN early peas are used for late planting, we find that a few of this late type planted with them works out to good advantage. The late ones will not grow up and crowd the earlies until the latter are nearly finished.

The late or summer type are distinctly valuable for starting early under glass, growing along in pots and planting out when danger of freezing weather is over. We have grown a profitable crop in this way for twenty consecutive years. The circular we issue on our method of managing this crop might be of interest to you. The varieties we are sure will do well everywhere are starred (*).

THE FAWN (Burpee). This is a most beautifully blended combination of yellow and pink. This was the most exquisite color combination we noted. Priced at: Tr. Pkt., 20c; ½ oz., 75c; 1 oz., \$1.45; 4 ozs., \$4.50.

BLUE FLAME (Morse). A very large blue, deeper than Blue Bird, with extra long, heavy stems. Priced at: ½ oz., 60c; 1 oz., \$1.00; 4 ozs., \$3.50.

	½ oz.	1 oz.	4 ozs.	1 lb.
AUSTIN FREDERICK IMPROVED. Large rosy lavender.....	\$0.10	\$0.20	\$0.65	\$2.00
*AVALANCHE. Finest white-seeded white.....	.15	.25	.75	2.50
*BLUE BIRD. The finest clear blue.....	.15	.25	.75	2.25
*CAMPFIRE. Sunproof deep scarlet.....	.15	.25	.75	2.50
COMMANDER GODSALL. Deep violet-blue.....	.10	.20	.65	2.00
*CONSTANCE HINTON. Best black-seeded white.....	.15	.25	.75	2.25
*CRIMSON KING. Fine sunproof crimson.....	.10	.20	.65	2.00
DOREEN. Large rich carmine.....	.15	.25	.75	2.50
EDNA MAY IMPROVED. Large white-seeded white.....	.15	.25	.75	2.25
ELFRIDA PEARSON. Clear light pink.....	.10	.20	.65	2.00
*GLENEAGLES. Very large lavender.....	.15	.25	.75	2.50
HAWLMARK LAVENDER. Finest light lavender.....	.15	.25	.75	2.25
HAWLMARK PINK. Rose-pink shaded salmon.....	.15	.25	.75	2.25
HEBE. The finest large rose-pink.....	.15	.25	.75	2.25
HERCULES. Standard deep rose-pink.....	.10	.20	.65	2.00
HERO. Cerise20	.30	1.00	3.00
MAGNET20	.30	1.00	2.75
MARGARET ATLEE. Large cream-pink.....	.15	.25	.75	2.50
MARY PICKFORD. Fine cream salmon-pink.....	.15	.25	.75	2.50
MATCHLESS. Clear deep cream.....	.15	.25	1.00	2.75
*MISS CALIFORNIA. Large salmon-rose.....	.15	.25	.75	2.25
MRS. CUTHBERTSON. Pink and white; bicolor.....	.10	.20	.65	2.00
MRS. TOM JONES. A very good blue.....	.10	.20	.65	2.00
*PINKIE20	.30	1.00	2.75
*POWERSCOURT. Finest lilac-lavender.....	.10	.20	.65	2.00
ROYAL PURPLE. Large rich purple.....	.10	.20	.65	2.00
ROYAL SCOT. Sunproof orange-scarlet.....	.10	.20	.65	2.00
SUPREME. Soft, delicate pink.....	.15	.25	.75	2.50
WARRIOR. Deep bronze-maroon.....	.10	.20	.65	2.00
YOUTH. Light Picotee pink.....	.10	.20	.65	2.00
"ALL THE FINEST" MIXTURE. Of colors most wanted....	.10	.20	.65	1.80

BALL Calendula

“Standard of the World”

AS originators, distributors and growers of the Ball Calendula in all colors, we are, of course, keenly interested not only in maintaining but improving its fine character. This we are doing every year through single plant selection. It is through this breeding work that we are drawing out the fine colors we are offering. We are large growers of calendulas for cut flowers and we make use of this opportunity to test, by flowering, every lot of seed we sell. This not only gives us a check on what we sold you last summer but on what we will sell you next summer as well. In other words we know absolutely that we are selling you true strains and if you provide favorable growing conditions, a cool, airy house and well enriched soil, you will grow just as good calendula as we do—maybe better.

ABOUT VARIETIES

The cut flower demand continues to center largely on the orange colors. About two-thirds of this, and the balance in the lighter shades, seems about right for most markets except the south, where the lighter shades are more popular. Our “Gold” is the longest-stemmed and largest-flowering variety. For our own use we prefer “Ball’s Lemon Queen.” This is not quite such a deep yellow as is Gold, but it has a dark center, making it more attractive. Ball’s Apricot, with its rich straw color and dark center, adds a distinct touch of variety so necessary in all lines, and surely calendulas are not excepted.

BALL’S LONG ORANGE. All points considered, we believe this to be our finest orange. Flowers are long-stemmed and large.

BALL’S ORANGE IMPROVED. Flowers of this strain are a trifle deeper and growth more compact than our Long Orange, but in deep ground beds the stems will draw up well. For raised beds we prefer Long Orange.

BALL’S SENSATION. Of true Ball Calendula growth, with long stems and large, rather flat flowers, of true orange color.

BALL’S SUPREME. This is a shade lighter than our regular, with a rich, dark brown center that forms a fine contrast with the light orange. It is not so long-stemmed or quite so large as our Ball Orange, but many large market growers prefer it.

BALL’S APRICOT. Rich straw or apricot color, with a dark center. Not so long-stemmed or large as our Orange or Gold and will occasionally revert to orange, but a most attractive color.

BALL’S WHITE. Similar to Apricot, but a shade lighter and somewhat weaker in growth; dark-centered and attractive.

BALL'S LEMON QUEEN (New). This is a true long-stemmed Ball Calendula, of a bright, glowing yellow color, with a rich, dark center. A most pleasing color combination. The yellow in this is not so heavy as in our Gold and for this reason, as well as for its dark center, it is considered a distinct improvement in yellow calendula.

BALL'S GOLD. This is a deep, golden yellow, extra long-stemmed and large. For a light showy color on long stems, this is supremely fine.



Vase of Our Ball Gold Calendula.

RADIO. This is not a Ball type of calendula, being too short-stemmed for cut flower purposes, but its bright orange color, with a slightly quilled effect in the petals, gives it distinct value for bedding purposes.

Prices on all the above Ball Calendula and Radio:

Tr. Pkt.	\$0.50	2 ozs.	\$ 5.00
1/4 oz.	1.00	4 ozs. of any, or total order	
1/2 oz.	1.75	of 4 ozs.	8.50
1 oz.	3.00	1 lb.	32.00

BALL CALENDULA MIXTURE. For the retail grower whose planting is limited and who wishes some of all colors in Ball Calendula, we have prepared a mixture of the above, excepting Radio. This mixture is proportioned according to the cut flower value of the colors and includes about one-half orange. Priced as follows:

Tr. Pkt.	\$0.40	1/2 oz.	\$1.25
1/4 oz.75	1 oz.	2.00

LEMON QUEEN. We have a finely selected stock of this light or lemon-yellow. Tr. Pkt., 25c; 1/2 oz., 50c; 1 oz., \$1.00; 2 ozs., \$1.50.

NANKEEN. Cream shaded apricot with light pink flush.

TRIANON. Apricot shaded yellow with a dark center.

Both Nankeen and Trianon are dwarf growers and suitable only for bedding. Priced at: 1/4 oz., 25c; 1 oz., 75c.

Fine Petunias

THE rapidly increasing appreciation of the modern petunias has sold up supplies the past few years well before the bedding season is over. Pot plants in flower, that have enjoyed enough room to grow well, will sell themselves, especially such choice strains as the Dwarf California Giants, the Ramona Strain, Pink Triumph, Elk's Pride, the German Empress or Diener's Giant Ruffled Pink. Either to sell from 3 or 4-in. pots, or for bedding, the above kinds are very choice. Seed of these Giant-flowered types should be sown early in January. For large plants or for sections further south, sowings are made during November and December. The smaller bedding types such as Rosy Morn and the Balcony kind are sown later and for succession as late as April and May.

Germinating petunia seed requires care and experience. Its extreme fineness makes it easily washed out through careless watering or smothered under too much covering. It should be sown in flats of finely sifted light soil and sand. It is frequently covered too deep. This can be avoided by not covering at all. If frequently sprayed and heavily shaded, it will germinate readily without cover, but care must be used in exposing to the light until roots are well in the soil. We prefer a very light covering. If the surface is permitted to become dry with the seed partly germinated you might be inclined to feel that your seed is "no good." If there are ants about you might want to file the same complaint about it, for if these pests discover the seeds they will industriously carry them all away to the last seed. The seed should be sown in a night temperature of 55 to 60°. If sown in a cold, wet soil it will rot unless the germ is exceptionally strong. We offer these suggestions in our own interest as well as yours.

All the varieties we list are annually tested by us. Such as we find and are generally accepted as being particularly valuable are marked with a star (*).

GIANT-FLOWERED, Single. This is the largest-flowering class of petunias. Under favorable conditions they will frequently measure 5 to 6 ins. across.

	Tr. Pkt.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	$\frac{1}{8}$ oz.	$\frac{1}{16}$ oz.
*Ramona Strain Mixed. A very choice selection from Dwarf Giants of California.		\$1.00	\$2.25	\$4.00	
A superb mixture and very compact.					
Dwarf Giants of California. A very fine mixture of colors.	1.00	2.00	3.00		
Giants of California. A fine, strong-growing, giant-flowered mixture.	.50	1.00	1.75	\$2.75	\$5.00
*German Empress. A true ruffled giant, veined violet-blue with dark throat.					
Extra large		.50	1.50		
Princess of Wuerttemberg. Rich rose with purple veins. Very richly colored and large	.50	1.25	2.00		
Theodosia. Large fringed pink with light throat.	1.00	2.00	3.75		
*Diener's Giant Ruffled Pink. Fine rose and comes very true to color.	.50		2.00	3.50	6.00
*Giant Steel Blue. Very large, extra choice blue, richly veined and fringed.	1.00	3.00	5.00		
Fringed Royal Purple. Deep velvety violet; fringed and very choice.	1.00	2.00			

LARGE-FLOWERING, Single, Fringed. While not quite so large as the giant-flowered class, under this heading will be found some of our most popular kind for bedding and pot culture.

	Tr. Pkt.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	$\frac{1}{8}$ oz.	$\frac{1}{16}$ oz.
*Pink Triumph. Fringed, large deep rose.	\$0.75	\$2.00	\$3.50		
Romany Lass. Finely fringed red.	.50	2.50			
Fluffy Ruffles. A finely fringed mixture.	.50	1.50	2.50		
*White Beauty. A well fringed large white.	1.00	2.25	3.00		
Ruffled Blue and White. Plain edged, large and strong growth.	.50	2.00	3.50	\$6.00	
*Diener's Ruffled Monsters. A well named mixture.	.75	3.00	5.50	10.00	
Diener's Ruffled Appleblossom.	.50	2.50	4.50		
Fimbriata, Single, Mixed. Finely fringed mixture.	.50	1.50	2.50		

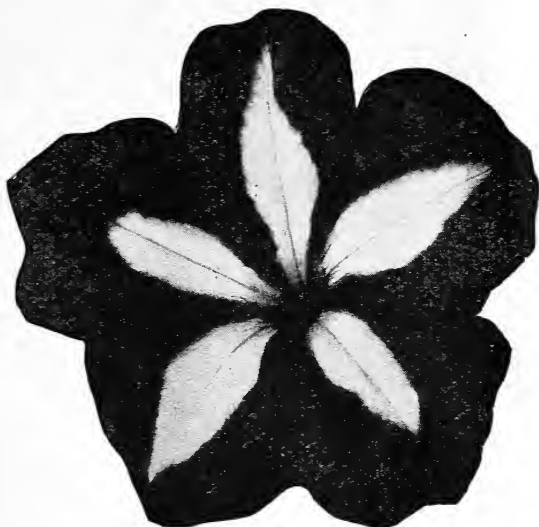
PORTLAND PETUNIAS. Free-flowering and of strong, upright growth. Especially fine for bedding.

	Tr. Pkt.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	$\frac{1}{8}$ oz.	$\frac{1}{16}$ oz.
*Elk's Pride. Very rich velvet-purple, plain edged.	\$0.50	\$1.25	\$2.25		
*Pink Glory. Slightly ruffled deep rose, fine growth.	.75	\$1.00	1.75	3.00	
*Dwarf Pink Glory. A dwarf selection from Pink Glory. Very fine for pot culture.	.75	1.50	2.50		
Pride of Portland. Fringed pink.	.50		1.50	2.50	

New Balcony Petunia STAR OF CALIFORNIA

Velvety violet with a touch of crimson, starred with five pure white blotches. Highly effective for window boxes or hanging baskets.

Prices: Tr. Pkt., 50c; $\frac{1}{8}$ oz., \$1.50; $\frac{1}{4}$ oz., \$2.50.



BALCONY PETUNIAS. Of semi-trailing habit and for this reason particularly adapted to porch or window boxes.

*Balcony Queen, purple and white. Tr. Pkt., 50c; $\frac{3}{8}$ oz., \$1.50; $\frac{1}{2}$ oz., \$2.75.

*Violet Blue, Crimson, *Rose, White, Balcony Mixed, Tr. Pkt., 25c; $\frac{1}{8}$ oz., 50c; $\frac{1}{4}$ oz., \$1.75.

SINGLE SMALL-FLOWERED, Dwarf. A very valuable class, and heavily used for bedding because of its compact growth and free-flowering habit.

	Tr. Pkt.	$\frac{1}{8}$ oz.	$\frac{1}{4}$ oz.	1 oz.
*Alderman. We find this deep violet-blue clearly superior to Blue Bird.....	\$0.35	\$0.75	\$2.50
Blue Bird. Deep violet-blue.....	.2575	2.50
*Heavenly Blue. Light or silvery blue. Very choice.....	.50	\$1.00	1.75
*Rose of Heaven. Clear rose-pink.....	.2560	1.75
*Rosy Morn. Rich pink with white throat.....	.5075	2.50
Dwarf Inimitable. Violet and white striped.....	.2550	1.50
Snowball. Dwarf white.....	.2550	1.50
Carmen Sylva. Baby blue with white throat.....	.2560	2.00
Special "Ball Mixture." Of all the above.....	.2550	1.50

SINGLE SMALL-FLOWERED. This group is not of compact growth and largely used for bedding.

	Tr. Pkt.	$\frac{1}{8}$ oz.	1 oz.
Alba. Pure white.....	\$0.15	\$0.25	\$0.75
Countess of Ellesmere. Pink with white throat.....	.25	.40	1.00
General Dodds. Blood-red.....	.25	.40	1.50
Howard's Star Improved. Purple with white star.....	.25	.60	2.00
Lord Courtenay. Rich rose.....	.25	.50	1.50
*Venosa. Lilac with dark veins.....	.25	.40	1.00
Violacea. Deep violet.....	.25	.50	1.75
Small-flowering Mixture.....	.25	.50	1.75

SMALL-FLOWERED. Double.

	Tr. Pkt.	$\frac{1}{8}$ oz.
Carnation-flowered, new. Bright pink (Double Rosy Morn).....	\$1.00	\$3.00
Carnation-flowered, new. Mixed colors.....	1.00	2.50

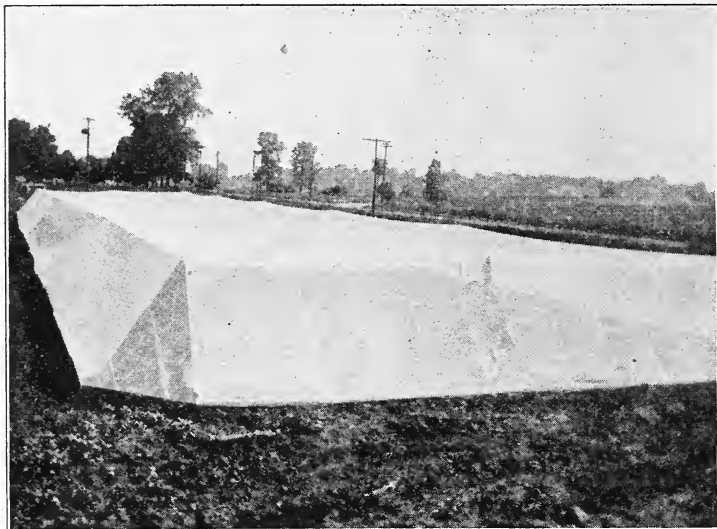
GIANT DOUBLE FRINGED (Peony-flowered). Through a better understanding of pollinating and more careful selections, the percentage of doubles as well as their quality is being increased in this class of petunias. They are valuable as fine pot plants and are used to advantage as cut flowers.

The strain of double fringed petunias we are offering is the choicest of all the stocks we have examined. Of compact growth; excellent for pot culture.

Tr. Pkt., \$1.00; $\frac{1}{8}$ oz., \$8.00.

American ASTERS

WITH both stem rot and yellows well in control, the future of this fine summer crop is again assured. To grow them free of "yellows" calls for an enclosure such as we have pictured on this page. Such a cloth house, if tight, will grow better flowers than can be produced under glass. It costs around two cents per sq. ft. to put up. Stem rot or wilt has been overcome through breeding strains that are resistant to it. We clearly proved this in our cloth houses last summer. Next season we expect to have stock to offer of these stem rot resistant strains.



Cheesecloth Shelter for Outdoor-grown Asters.

This new system of growing will not only restore the "Queen of Summer" to the position it deserves as a valuable cut flower crop, but the cost and care involved in cloth houses will prevent the wholesale cheapening this crop has suffered from in the past.

We issue a circular that describes in detail our plan of constructing cloth houses as well as our experience with the resistant strains. If interested, mention it on the enclosed order blank and we shall gladly enclose a copy.

THE "BALL WHITE" ASTER. The Royal Horticultural Society of England in trials conducted at Wisley issued an award of merit to Ball's White. These awards are made with extreme care and no variety from America or elsewhere receives this recognition without fully deserving it. We are pardonably proud of this award to an aster that we originated twenty-five years ago.

Ball's White is of the branching type, well rounded, an ideal shipping aster. It is distinctly superior to any of the later whites and is in full crop in our latitude the last days of August or well ahead of the main late crop. The front cover of this catalogue pictures a selection of it that is a clear improvement. It will take the place of our regular stock next season. We have a newly harvested well developed crop of seed. Special quotation to the seed trade.

Prices: Tr. Pkt., 35c; $\frac{1}{4}$ oz., 60c; 1 oz., \$2.00; 2 ozs., \$3.50; 4 ozs., \$6.00.

Flower Seed Specialties For Florists

WEST CHICAGO, ILL.

Aster seed crops have been a partial failure the past season. We have a limited supply of California-grown seed. If our supplies of varieties you wish become exhausted, may we substitute?

STANDARD VARIETIES

We find the following groups and varieties cover "All the Best" and are listed in the order of their flowering.

QUEEN OF THE MARKET. This is the standard early aster, flowering in July.

Crimson,	Dark Lavender,	Light Lavender,	Purple,
Rose Pink,	Shell Pink,	White.	

Any of the above: Tr. Pkt., 25c; $\frac{1}{2}$ oz., 60c; 1 oz., \$1.00.

Mixed, all colors: Tr. Pkt., 20c; $\frac{1}{2}$ oz., 50c; 1 oz., 80c.

EARLY ROYALS. This is a fine, long-stemmed group that immediately follows Queen of the Market.

Lavender,	Deep Rose,	White.
Purple,	Shell Pink,	

Any of the above: Tr. Pkt., 25c; $\frac{1}{2}$ oz., 75c; 1 oz., \$1.40.

Mixed, all colors: Tr. Pkt., 25c; $\frac{1}{2}$ oz., 60c; 1 oz., \$1.25.

KING, OR NEEDLED TYPE. A highly attractive class with quilled or pointed petals. Follows the Royals in flowering.

Lavender,	Rose,	Shell Pink,	White.
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Any of the above: Tr. Pkt., 25c; $\frac{1}{2}$ oz., 75c; 1 oz., \$1.50.

Mixed, all colors: Tr. Pkt., 25c; $\frac{1}{2}$ oz., 65c; 1 oz., \$1.25.

THE BALL ASTER. In full crop September 1. Prices on preceding page.

AMERICAN BRANCHING. Under various trade names, this class is a standard American Branching type of aster.

Azure Blue,	Lavender,	Peach Blossom,	Deep Rose,
Shell Pink (Mary Semple),	Sensation (finest brilliant red),	White.	

Any of the above: Tr. Pkt., 25c; $\frac{1}{2}$ oz., 60c; 1 oz., \$1.00.

Mixed, all colors: Tr. Pkt., 25c; $\frac{1}{2}$ oz., 50c; 1 oz., 75c.

AMERICAN BEAUTY. One of the finest long-stemmed American asters with some non-lateral tendency.

Azure Fairy,	Peach Blossom,	Rose,	White.
Dark Lavender,	Purple,	Shell Pink,	

Any of the above: Tr. Pkt., 25c; $\frac{1}{2}$ oz., 75c; 1 oz., \$1.40.

Mixed, all colors: Tr. Pkt., 25c; $\frac{1}{2}$ oz., 60c; 1 oz., \$1.25.

CALIFORNIA GIANTS. Crego or Ostrich Feather type. The largest and finest American aster and non-lateral, a valuable point. Flowers in late September. In our cloth houses we find them successfully competing with early mums.

Dark Purple,	Light Blue,	Giant White.
Deep Rose,	Peach Blossom,	

Any of the above: Tr. Pkt., 50c; $\frac{1}{4}$ oz., 75c; $\frac{1}{2}$ oz., \$1.50; 1 oz., \$2.50.

Mixed, all colors: Tr. Pkt., 25c; $\frac{1}{4}$ oz., 60c; $\frac{1}{2}$ oz., \$1.00; 1 oz., \$2.00.

SUNSHINE. Highly attractive cut flower type. We can supply pink and lavender at \$2.00 per oz., Tr. Pkt., 50c. Mixed, \$1.75 per oz., Tr. Pkt., 40c.

HEART OF FRANCE. Rich ruby-red that deepens with age. Midseason.

Tr. Pkt., 25c; $\frac{1}{2}$ oz., 75c; 1 oz., \$1.40.

PEERLESS PINK. Extra large globular type. A most pleasing shade of shell-pink. Mid-September. $\frac{1}{4}$ oz., 50c; $\frac{1}{2}$ oz., 80c; 1 oz., \$1.50.

GOLDEN SALMON. Among our trials the past season we found the color of this recently introduced German aster a most attractive and original one and well described by its name. Flowers are of medium size and growth is upright. Tr. Pkt., 25c.

Double STOCKS

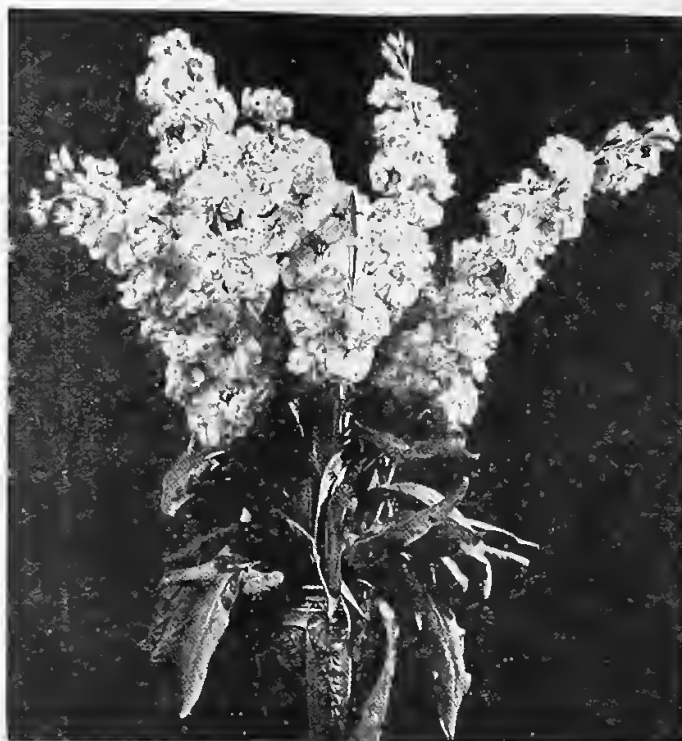
WHEN successfully grown according to our close planting method we find that our strains of stocks are decidedly profitable. In managing this crop successfully there are two points to be sure about, a fresh clean soil to prevent black or stem rot and a strain of seed with a fair percentage of doubles. Other details are incidental.

Our American-grown strains of seed will make a dependable average of 65% to 75% doubles; are true to type and of suitable varieties for American cut flower demands. From trials conducted at Wisley, England, by the Royal Horticultural Society, these American strains received five awards of merit. To those familiar with English thoroughness in conducting these trials, the value of these awards will be appreciated.

Stocks seed can be sown to good advantage as late as March 1. The sowing made at this date will flower about mid-June. If grown in a carnation house temperature, a sowing made February 1, not later, will flower between Mothers' Day and Memorial Day. If pushed along with an early spring, or a little extra heat if needed, this sowing should easily hit both these valuable flower-selling days.

We issue a circular that goes into details of our close planting method of growing stocks for cut flowers. Shall we enclose a copy?

The grower for market, especially, must be careful about suitable colors in stocks. We find that few purples or fiery reds are wanted, while such colors as Belle De Naples, Antique Copper or the violet-slate of President Wilson, although attractive under the natural light of the greenhouse, are anything but that in a commission house or store. For the benefit of our customers who are not familiar with varieties or colors in stocks we use a star (*) to denote the varieties we find most suitable for all purposes.



BALL STOCKS (Column Type)
No branches, stiff flower spikes of a rich lilac-lavender and about a week earlier than Bismarcks, describes this valuable new type.
Tr. Pkt., of 500 seeds, 50c; 1/8 oz., \$1.00.

IMPROVED BISMARCKS. A trifle earlier than the Nice or Perpetuals and not inclined to branch so freely, making them more suitable for our close planting method of growing. Generally considered the most valuable group of stocks for cut flowers.

- | | |
|-----------------------------------|----------------------------|
| *Rose. Fine standard color. | *White. Early clear white. |
| Flesh. Delicate shade of pink. | Apple Blossom. Light pink. |
| *Lavender. Fine standard color. | *Lilac. Lilac-lavender. |
| *Chamois. Choice market color. | Golden Rose. Light rose. |
| *Golden Ball. Clear ivory-yellow. | |

	Tr. Pkt.	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.	2 ozs.
Prices, separate colors above		\$0.50	\$1.00	\$1.75	\$3.00	\$5.50
Mixed, all colors		.35	.60	1.15	2.25	4.00

Royal Purple. Rich deep purple	\$0.50	.75	1.25	2.25	4.00
Antique Copper. A fine copper-red	.50	.75	1.25	2.25	4.00

PERPETUAL BRANCHING (Giant Perfection). A valuable group that produces fine, long stems and is of strong branching habit.

- *Rose. A clear even shade.
- Sapphire. Violet or dark lavender.
- *May Queen. Lavender or pale blue.
- Snowdrift. Fine clear white.
- Princess Alice. Early white.
- La France. Blush, nearly white.
- *Heatham Beauty. Terra cotta rose, very fine.
- *Empress Augusta Victoria. Silver-lilac and very fine.
- Brilliant. Blood-red, not a standard market color.
- Dark Blue.
- Light Blue.

	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.	2 ozs.
Prices, separate colors	\$0.40	\$0.75	\$1.25	\$2.50	\$4.50
Mixed, all colors	.35	.60	1.10	2.00	3.75

BEAUTY OF NICE. For long stems and branching habit this is a fine group and includes some of our choicest kinds.

- *Mont Blanc. Clear, extra early white.
- Almond Blossom. White tinged rose.
- Monte Carlo. Rich canary-yellow.
- *Aurora. Golden buff, fine.
- Belle De Naples. Rich old rose.
- Salmon King. Strong salmon-rose.
- Beauty of Nice. Flesh-pink.
- *Cote D'Azure. Light or lavender-blue.
- Summer Night. Early purple.
- Carmine Rose. (Abundance)
- Blood Red.
- Souv. De Monaco. Best crimson, late.
- American Beauty. Deep rose, tends to come blind under glass.
- *Queen Alexandra. Rosy lilac, fine.

	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.	2 ozs.
Prices, separate colors	\$0.40	\$0.75	\$1.25	\$2.50	\$4.50
Mixed, all colors	.35	.60	1.10	2.00	3.75

TEN WEEKS. This class is of compact branching habit, ideally suited for pot plants or bedding, but not for cut flowers. Produces a high percentage of doubles.

	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.	2 ozs.
Prices, separate colors	\$0.40	\$0.75	\$1.25	\$2.50	\$4.50
Mixed, all colors	.35	.60	1.10	2.00	3.75

Fine ZINNIAS

EITHER to grow for cut flowers or to sell as pot plants the improved zinnias are very necessary for every florist in every part of the country. They will not germinate or flourish without heat and this explains occasional failures with the seed during the winter months. We find zinnias a fine cut flower crop if planted out of pots late in March. This gets them in flower for Mothers' Day and Memorial Day. We also find them of value planted after these big days for summer cutting under glass. Outdoors we sow the seed in the open as late as July 1. If the plants are at all checked or starved, they will tend to come single, especially when small.

The Improved Dahlia-flowered are clearly the finest formed and most popular of the large-flowered types. Do not overlook the value of the Lilliput or Pompons. When liberally grown, the strains we are offering come quite uniformly double and are distinctly fine for cutting as well as bedding purposes.



Dahlia-flowered Type of Zinnias, Valuable for Cut Flowers or Bedding.

We annually check up on all varieties of zinnias, both of our own and the strains of others, and it is through these trials that we are able to offer strains of zinnias that we know cannot be excelled.

Realizing the certain value of originator's stock in zinnia seed, we wish to state that all our seed of this item is grown for us by the originators, who, we feel sure, have not only a greater interest in maintaining the true types, but who have at least as good stock as it is possible to grow. You may get just as good seed from some sources, but we are very sure you cannot get better strains than we are offering from the harvest of 1930.

PICOTEE ZINNIA DELIGHT. This new class is of medium size with ruffled or curled petals, attractively shaded light to dark salmon.

Tr. Pkt., 50c; $\frac{1}{2}$ oz., \$1.50; 1 oz., \$2.50.

Picotee Mixed. This is a fine mixture of this ruffled or curled type.

Tr. Pkt., 25c; $\frac{1}{2}$ oz., \$1.00; 1 oz., \$2.00.

Flower Seed *Geo. Ball* Gallies For Florists

WEST CHICAGO, ILL.

DAHLIA-FLOWERED TYPE. This is the finest type of modern zinnias and we are certain that the following varieties are the choicest:

Crimson Monarch. Very large crimson-red. Dream. A fine deep lavender. Exquisite. Fine light rose. Golden State. A very rich orange-yellow. Old Rose. Real old rose shade; very fine. Oriole. Orange and gold. This and Exquisite are our choice for cut flowers.	Polar Bear. A very large white. Canary Bird. A delicate primrose-yellow. Illumination. Deep rose-pink. Purple Prince. Very large deep purple.
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	Tr. Pkt. 1/4 oz. 1/2 oz. 1 oz.
Prices, separate colors.....	\$0.25 \$0.60 \$1.00 \$2.00

SPECIAL OFFER: One Trade Packet each of above 10 varieties for \$2.00.

Special Gold Medal Mixture. This is a combination of the above named varieties. Nothing but true Dahlia-flowered varieties in this mixture.....

	.50	.80	1.50
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GIANT MAMMOTH. This fine type is a cross between the Colossals and the Dahlia-flowered. They are a large, showy flat type, fully as large but not so deep as the Dahlia-flowered class.

Lemon Queen. Lemon-orange combination. Purity. A very good clean white. Orange King. Similar in color to our Ball Orange calendula.	Rose Queen. Striking bright rose. Miss Wilmott. Soft pink.
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	1/4 oz. 1/2 oz. 1 oz.
Prices, separate colors.....	\$0.35 \$0.60 \$1.00
Mixed, all colors.....	.30 .50 .85

COLOSSAL, or NEW GIANTS. The flowers are extra large and full petaled, of vigorous growth and valuable for cutting. The following are the choicest colors:

Apricot Yellow, Bright Rose,	Golden Yellow, Ruby Red,	Burnt Orange, Light Salmon.
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	Tr. Pkt. 1 oz.
Prices, separate colors.....	\$0.25 \$0.75
Special Mixed, all colors.....	.20 .65

DWARF, or PUMILA. Of medium size and used to good advantage either for bedding or cut flower work. The choicest are as follows:

Salmon Rose. As named, extra choice for cut flowers. Fire Ball. Very bright scarlet.	Canary Yellow. As named. Golden Yellow.
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	Tr. Pkt. 1/4 oz. 1/2 oz. 1 oz.
Prices, separate colors.....	\$0.25 \$0.50 \$0.85
Mixed, all colors.....	\$0.15 .30 .50

LILLIPUT. Small button, or pompon type, fully double and highly attractive for cutting or bedding. For cut flowers we find the preference in zinnias is for either the very large Dahlia type or the other extreme that we have in the Lilliputs. The following are the choicest colors.

Salmon Rose.	Scarlet Gem.	Golden Gem.
	Tr. Pkt. 1/2 oz. 1 oz.	
Prices, separate colors.....	\$0.25 \$0.50 \$0.80	

SPECIAL OFFER: Trade Packet of each of the three Lilliput varieties, 60c.

Mixed, all colors.....	.15 .40 .60
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Florists' SNAPDRAGONS

A SOWING made in January and planted out in February in a night temperature of about 50° will be in full crop for Mothers' Day and Memorial Day. We plant this late crop about 5 ins. x 5 ins. and use only strong growing kind, such as White Rock, Ceylon Court Yellow, Philadelphia Pink, Harmony, Orchid. Other popular winter kind are fine for this purpose but not quite so long stemmed, we find.

For early winter-flowering we find the sowing should be made early in June. We have starred the choicest varieties for this purpose. These varieties are chosen not only from our own experience but from that of growers in all sections.

NEW SNAP, MAJESTIC TWILIGHT is a rich terra cotta or tawny golden yellow—a color that provides a welcome and a needed change in snapdragons. Unusually large flowers and a particularly good keeper. NOT WINTER-FLOWERING, but superb during the early spring months. A January sowing will flower for Mothers' Day. Awarded a certificate of merit by the Commercial Flower Growers of Chicago. Price: Tr. Pkt., \$1.00; 3 Pkts., \$2.50; 5 Pkts., \$3.75; 7 Pkts., \$5.40.

BEST WINTER SNAPDRAGONS

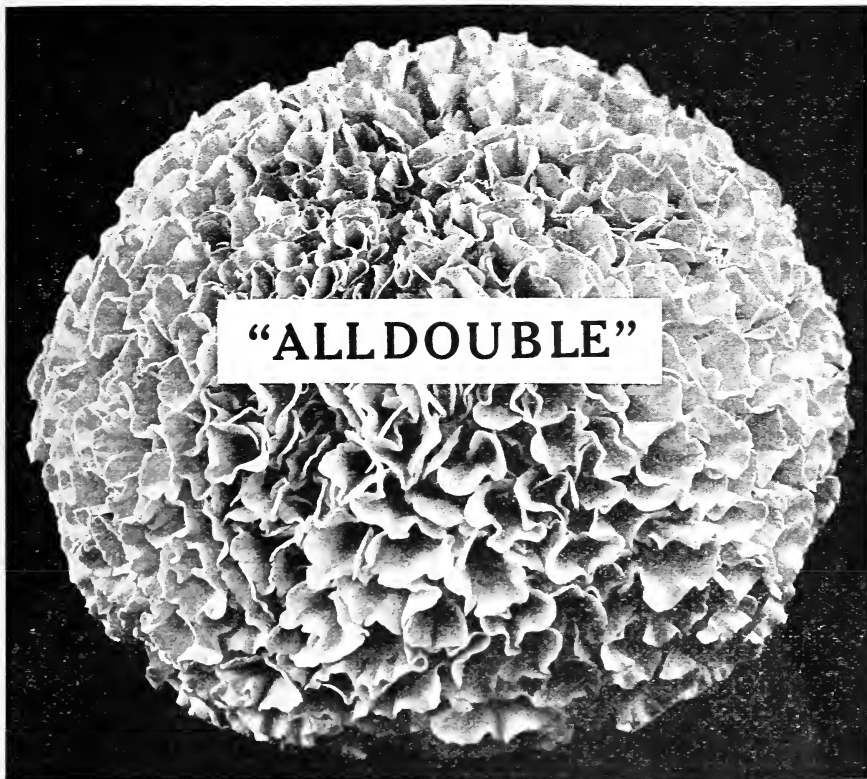
	1 Pkt.	3 Pkts.	5 Pkts.	7 Pkts.
*Ceylon Court Yellow. Best yellow.....	\$1.00	\$2.50	\$4.00	\$5.50
*Cheviot Maid. Early pink.....	1.00	2.50	4.00	5.50
Laura. Dark pink.....	1.00	2.50	4.00	5.50
Geneva Pink.....	1.00	2.50	4.00	5.40
*Rose Queen. Very fine rose.....	2.00	5.50	8.50
Happiness.....	2.00	5.50	8.50
Jennie Schneider.....	1.00	2.50	3.75	5.40
Chapman's Pink. Dark rose-pink.....	1.00	2.50	4.00	5.50
Helen. Salmon-rose.....	1.00	2.50	3.75	5.50
*Afterglow. Golden bronze.....	2.00	5.50	8.50
Improved Sunburst. Sunburst rose.....	1.00	2.50	4.00	5.50
Golden Pink Queen.....	1.00	2.50	3.75	5.40
*White Rock.....	1.00	2.50	3.75	5.40
Purity.....	.50	1.25	2.00	2.50
*Roman Gold.....	1.00	2.50	4.00	5.50
Majestic Orange King. Large orange.....	1.00	2.50	3.75	5.40
Orlando. Standard bronze.....	1.00	2.50	3.75	5.40
His Excellency. Vivid orange-scarlet.....	1.00	2.50	4.00	5.50
Philadelphia Pink.....	1.00	2.50	3.75	5.40
Silver Pink. Light pink.....	1.00	2.50	3.75	5.40
Mohr's Pink. Deep pink.....	1.50	4.00	6.25	8.50
Nelrose. Salmon-pink..... 1/4 oz., 75c	.35
Penn Orange.....	1.00	2.50	3.75	5.40
Judd's Dark Pink, Judd's Light Pink, each.....	1.00	2.50	3.75	5.40
Golden Queen. Good yellow.....	1 Pkt. 1/4 oz.	\$0.50 \$1.00
Climax. Bronze-orange.....35	.75
Empress. Rich crimson..... 1/8 oz., \$1.0050
Fawn. Terra cotta.....35	1.00
Harmony. Terra cotta pink.....35	.75
Orchid. Mauve-pink.....35	.75
Keystone. A good pink..... 1/8 oz., \$1.0050

The following are the choicest in the tall or MAXIMUM TYPE.

Canary Bird. Canary-yellow.....	\$0.35	\$0.60
Cattleya. Lavender-rose.....	.35	.60
Copper King (Indian Summer).....	.35	.60
The Rose.....	.35	.60
Ruby.....	.35	.60
Snowflake.....	.35	.60
Maximum Mixture. All colors.....	.25	.50

MARIGOLDS

Valuable cut flower and bedding plants are to be found among the various types of marigolds and the choicest kind for all purposes will be found on this page.



NEW AFRICAN ORANGE ALLDOUBLE. This new giant among cut flower marigolds has come 100% double for the past two years. With the old strains doing well at 60% double, the value of this new strain will be appreciated. Tr. Pkt., \$1.00; 1 oz., \$3.00; 2 ozs., \$5.50.

AFRICAN ORANGE BALL AND AFRICAN LEMON BALL (True Quilled Type.) These are the giant African marigolds so largely grown for summer cut flowers. We make a sowing of this March 1, grow on in pots and plant out on a raised bed about May 1. This produces a fine long-stemmed crop for June. Can also be sown January 1, grown to single stems in deep flats, flowering late in April. Fully three-quarters of the cut flower demand calls for the orange color. While we are certain that our strain of this marigold is the most dependable and true that it is possible to get, yet we strongly recommend our new "Alldouble" strain for greenhouse forcing.

African Orange Ball and Lemon Ball priced at: Tr. Pkt., 25c; ½ oz., 60c; 1 oz., \$1.00; 1 lb., \$12.00.

TALL FRENCH: JOSEPHINE. A small-flowered single; rich, dark brown color with gold edging. Valuable for cut flowers. Tr. Pkt., 25c; 1 oz., 60c.

DWARF FRENCH: ROBERT BEIST. Reddish brown; especially fine for bedding. Tr. Pkt., 25c; 1 oz., 75c.

DWARF FRENCH: LEGION OF HONOR. A choice single dwarf of a rich brown color; valuable for bedding or pots. Tr. Pkt., 15c; 1 oz., 50c.

SIGNATA PUMILA. Very fine for edging, about 10 ins.; covers itself with small golden yellow flowers. Tr. Pkt., 25c; ½ oz., 50c; 1 oz., 80c.

LILLIPUT. 8 ins.; all colors, mixed. Tr. Pkt., 15c; 1 oz., 75c.

Annual Larkspur

WHETHER you grow for market or retail, the attractive value of larkspur, both for greenhouse and outdoor growing, should not be missed. Their long stems, soft pleasing colors and graceful foliage adapt them to a wide range of uses, and when we add the ease with which they are grown, the increasing popularity of larkspur is explained.

The leading color among the stock-flowered or branching kind is pink and we have a list to select from that might be confusing. For growers not familiar with them we have starred (*) those we find most valuable. We realize that conditions and demands vary, but are certain that the kinds indicated represent good standard colors that will be found valuable to all growers.

The hyacinth-flowered class produces one long-stemmed, choice non-branching spike and for this reason should be planted close. Its hollow stem is easily broken unless handled carefully.

We issue a circular on "Miscellaneous Cut Flowers" that includes some details on the handling of larkspur. Shall we send you a copy?

We supply 4 ozs. at pound rate and ½ oz. at ounce rate. Special quotation on larger quantities.

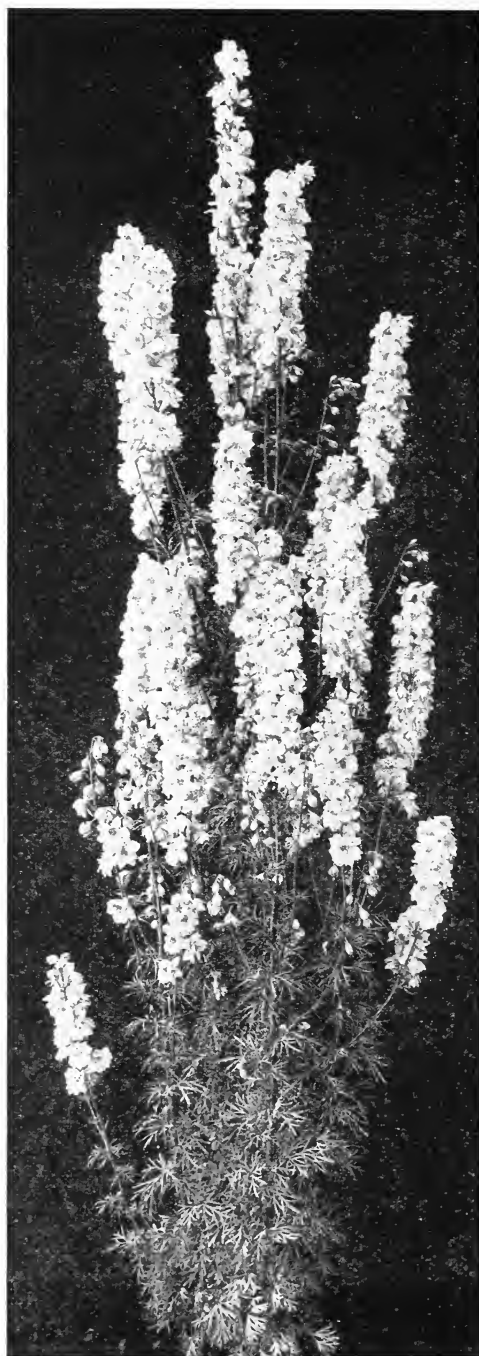
Liberal
T. Pkt. 1 oz. 1 lb.

STOCKS-FLOWERED TYPE:

*Exquisite Pink Imp. Clear soft pink	\$0.50	\$1.50
*Empress Rose. Soft rose, extra vigorous growth50	1.50
La France. Salmon-pink50	1.50
Los Angeles. Rose lightly shaded salmon75	2.00
The Empress. Salmon-rose, base branching habit50	1.50
*White Spire. A superior white, base branching habit75	2.50
Newport Pink. Lustrous carmine25	.60	\$6.25
Dark Blue25	.60	5.50
*Lilac25	.60	5.50
Rosy Scarlet25	.60	6.00
*Sky Blue25	.60	5.50
White25	.60	5.50
Mixture of all colors20	.50	4.25

HYACINTH-FLOWERED TYPE:

*Pink25	.90	11.00
*Dark Blue25	.80	10.00
Lilac35	1.00
Purple25	.80	10.00
White25	.80	10.00
Mixture of all colors20	.75	7.00



Exquisite Pink Improved.

Select List of Annuals

WE WISH to clearly state that all varieties among the following important annuals have been carefully selected by us. We make annual trials of these crops by growing them in our greenhouses and trial grounds and this supplies us with first-hand practical information on their comparative value. The advantage we have in this experience explains why we are supplying an ever increasing number of growers with their important seed supplies.

AGERATUM.	Tr.	Pkt.	¼ oz.	½ oz.	1 oz.
Mexicanum. Blue, 2 ft.....	\$0.15	\$0.30	\$0.50	
Blue Perfection. Fine dark blue, 10 ins.....	.1530	.50	
Blue Ball. Improved Blue Perfection, 8 ins.....	.2560	1.00	
Dwarf White. Height, 8 ins.....	.1530	.50	
Little Blue Star. Dwarf, 4 ins.....	.25	\$0.85	1.50	2.50	

ALYSSUM MARITIMUM. (Sweet Alyssum), 10 ins.....	.1520
Compactum. Little Gem, 7 ins.....	.2035
Compactum. Lilac Queen, 7 ins.....	.2040
Procumbens. Carpet of Snow. Very dwarf white.....	.2560

ASPARAGUS.	100	1000
Plumosus Nanus	\$0.30	\$1.50
Sprengeri25	1.25

BEGONIA SEMPERFLORENS. Very fine for bedding, especially for semi-shady positions.
Easily grown from seed. Following are choicest in order named.

	Tr.	Pkt.	½ oz.	1 oz.
Luminosa. Fiery scarlet, foliage reddish brown, 10 ins.....	\$0.75	\$2.00	\$6.00	
Prima Donna. Fine rose shading to carmine, 12 ins.....	1.00	4.00	
Glory of Erfurt. Large carmine, 12 ins.....	.75	2.00	
Christmas Cheer. Extra large crimson-scarlet.....	1.00	
Gustave Knaake. Extra large salmon-pink.....	1.00	2.00	
Radio. Very large pure carmine-scarlet.....	1.00	

CALLIOPSIS. Drummondii.	Tr.	Pkt.	1 oz.
Golden Wave. Golden yellow, dark eye.....	\$0.15	\$0.25

CANDYTUFT. Giant Hyacinth-Flowered. Pure white; select strain.....	4 ozs.,	\$2.25	.25	.80
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CANDYTUFT UMBELLATA. This is a valuable cut flower type.

	Tr.	Pkt.	1 oz.	4 ozs.
Rose Cardinal	\$0.15	\$0.50	\$1.75	
Carmine15	.40	1.50	
Lavender15	.50	1.75	
White15	.40	1.50	
Lilac	\$0.15	\$0.40	\$1.50	
Flesh Pink15	.40	1.50	
Crimson15	.40	1.50	
Mixed15	.35	1.25	

CARNATION CHAUBAUD'S GIANT. Easily and quickly grown to blooming size.
Will produce 80% to 90% double flowers.
Following are choicest colors.

	Tr.	Pkt.	¼ oz.	½ oz.	1 oz.
Cardinal Red, Deep Rose, Flesh Pink, Rose Pink.....	\$0.25	\$0.60	\$2.00	

CENTAUREA. Various Types.

Candidissima. (Dusty Miller). Silvery gray foliage.....	.25	.50	1.50
Gymnocarpa. Fine silvery foliage.....	.15	\$0.30	.50
Suaeolens. (Yellow Sweet Sultan).....	.1540	.40
Americana. Large thistle type, 3 ft.; lilac.....	.1550	.50
* Americana Alba. Large thistle type, clear white.....	.2080

CENTAUREA CYANUS. (Double Cornflower). Valuable for out or indoors. Blue and rose colors are most called for.

Blue, Rose, Carmine, White.....	.1540
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CENTAUREA IMPERIALIS. (Sweet Sultan). Thistle type and very attractive.

	Tr.	Pkt.	1 oz.		Tr.	Pkt.	1 oz.
Amaranth Red	\$0.30	\$1.00		Rose	\$0.25	\$0.75	
Brilliant Rose25	.75		White25	.75	
Deep Lavender25	.75		Mixed20	.60	
Delicate Lilac25	.75					

Flower Seed Specialties For Florists

WEST CHICAGO, ILL.

CHRYSANTHEMUM SEGETUM. An attractive and valuable daisy type for cutting annual. Tr. Pkt. 1 oz.
Morning Star, pale primrose; **Evening Star**, golden yellow; **Eastern Star**, primrose, brown disc;
Gloria Alba, white with pale disc. \$0.15 \$0.40
 4 ozs., \$1.50. Combination of varieties at 4 oz. prices.

CLARKIA ELEGANS. Valuable under glass if growth is restricted with poor soil.

Following are all choice colors.

Orange King, **Salmon Queen**, **Scarlet Queen**, **Queen Mary**..... .20 .75

COBÆA SCANDENS. Well known climber. Purple..... .20 .50

COLEUS. Choice mixed colors..... Tr. Pkt. ½ oz.
 \$0.50 \$1.00

COSMOS. Tr. Pkt. 1 oz.
Extra Early Express. Bright pink, flowering in 45 days from sowing..... \$0.40 \$1.80
Early Mammoth Flowering. A fine early strain for cutting. **Pink**, **White**, **Crimson.** Each..... .15 .40
Mixed Early. All colors..... .15 .30

LATE COSMOS. Should not be used in sections subject to early frosts.

Lady Lenox Pink, **Lady Lenox White.** Each..... .15 .30
Klondyke. Orange-yellow..... .20 .75

CYNOGLOSSUM AMABILE. (Chinese Forget-me-not)..... .25 1.00

DAHLIAS. Easily and successfully grown from seed. We offer an especially select exhibition strain, at \$1.00 per pkt. of 25 seeds. Should be sown in January. Tr. Pkt. ¼ oz. ½ oz. 1 oz.
Decorative mixed Dahlias. Choice mixture..... \$0.25 \$1.00 \$1.75 \$3.00

DIANTHUS. (Sweet Wivelsfield). Every retail grower should have this valuable border plant. Fine for selling as pot plants. We have a very choice selected strain of this valuable novelty..... .50 1.50 5.00

DIDISCUS. (Blue Lace Flower). Fine for cutting..... .25 1.00

DRACÆNA INDIVISA. Largely used for bedding or vases..... 4 ozs., \$1.25 .1540

GERBERA. Jamesonii hybrids. Select stock..... 100 1000
 \$0.60 \$4.00

GODETIA. Gladiolus-flowered double. In forcing, growth must be restricted by poor soil to prevent it becoming soft. The two really choice varieties are: Tr. Pkt. 1 oz.
Rosy Morn and **Carmine** are choicest colors..... \$0.25 \$0.75

GREVILLEA ROBUSTA. (Silk Oak). Fine foliage plant for vases..... .25 .80

GYPSOPHILA. Elegans Paris Market. (Baby's Breath). We are sure there is not a finer strain of this easily grown annual than we are offering..... ¼ lb., 50c; 1 lb., \$1.60; 5 lbs., \$6.0020

HELICHRYSUM. (Strawflowers). No retail grower should be without them.

	Tr. Pkt. 1 oz.			Tr. Pkt. 1 oz.	
Canary Yellow	\$0.20	\$0.60	Rose Queen	\$0.20	\$0.60
Crimson20	.60	Salmon20	.60
Fireball20	.60	Scarlet20	.60
Golden Globe20	.60	White20	.60
Rose Carmine20	.60	Mixed15	.50

KOCHIA. (Summer Cypress)..... .15 .25

LOBELIA. Tr. Pkt. ½ oz. 1 oz.
Crystal Palace Compacta. The leading blue-flowered dwarf bedding variety..... \$0.25 \$0.25 \$1.25 \$2.00
Hybrida Hamburgia. Sky blue with white eye. Fine for hanging baskets..... .25 1.25 2.00

ANNUAL LUPINES. Very fine for cutting. Dark and sky blue are the choicest. Tr. Pkt. ½ oz. 1 oz.
Dark Blue, **Sky Blue**, **Rose**, **White**, **Mixed**..... .1530

MIGNONETTE. Tr. Pkt. ¼ oz. ½ oz. 1 oz.
Ball Strain. The finest greenhouse cut flower strain available..... \$1.00 \$2.50 \$4.00 \$7.00
New York Market..... .50 1.25 2.25 4.00

MYOSOTIS. (Forget-me-not). **Bluebird.** The most attractive strain..... ½ oz., \$1.25 .50 8.00

NASTURTIUMS. The following are the standard dwarf colors.

Empress of India, **Cloth of Gold**, **Gold King**, **Mixed.**

The following are the best in the tall or climbing kind.

Vesuvius, **King Theodore**, **California Giants.**

Prices on both types including mixed..... 1 lb., \$1.2510

Flower Seed *G. J. Ball* **Giganties For Florists**

WEST CHICAGO, ILL.

PANSIES. Through careful comparative trials that we make annually of all strains available we are certain of the value of the following:

	Tr.	Pkt.	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.
Swiss Giants	\$1.00	\$1.85	\$3.50	\$6.50	\$12.00	
Steele's Masterpiece Mixed.....	1.00	1.75	3.00	6.00	10.00	
Steele's Miracle Mixed.....	1.00	1.50	2.75	5.00	9.00	
Steele's Greenhouse Special75	1.00	1.75	3.25	6.00	
Ball Giant Mixture.....	.50	.80	1.50	2.75	5.00	
Steele's Golden Gate Yellow.....	1.00	1.50	2.75	5.25	10.00	
Golden Queen25	.35	.50	1.00	1.75	
Lord Beaconsfield25	.35	.50	1.00	1.75	

PHLOX DRUMMONDII GRANDIFLORA. Attractive summer-flowering annuals and fine as pot plants for spring sales.

Dwarf Compact Varieties:	Tr.	Pkt.	1/4 oz.	1/2 oz.	1 oz.
Fireball	\$0.40	\$0.60			\$2.00
Snowball40	.60			2.00
Cecily Mixed, large-flowering mixed.	.40	.60			2.00
Sky Blue40	.60			2.25
Chamois Pink40	.60			2.25

Taller Grandiflora Varieties:

Alba25		\$0.60	1.00	
Chamois Rose25		.60	1.00	
Carnea, flesh25		.60	1.00	
Leopoldii, pink with white eye.....	.25		.60	1.00	
Rosea, pink25		.60	1.00	
Scarlet25		.60	1.00	
Cuspidata Mixed (Star of Quedlinburg)25		.60	1.00	
Special Grandiflora, mixed20		.50	.80	

POPPY (Shirley type for forcing). The following kinds are valuable for spring cut flowers.

	Tr.	Pkt.	1/4 oz.	1/2 oz.	1 oz.
American Legion. Brilliant scarlet.....	\$0.25				\$0.50
Double Pink Shades and Salmon. Each.....	.25				.50

SALPIGLOSSIS. Free-flowering and attractive annual for retail grower.

The following are choicest colors.

Scarlet and Gold, Brown and Gold, Rose and Gold, Violet and Gold. Each.....	.25		\$0.75	1.25	
Mixed. All colors.....	.20		.60	1.00	

SALVIA. Well known scarlet bedding plant easily grown from seed, but requires a warm house.

America. About 16 ins., and considered the choicest.....	.25	\$1.00	1.75	3.50	
Zurich. Early-flowering and 10 to 12 ins.....	.25	1.00	1.75	3.50	
Bonfire. (Clara Bedman). About 16 ins., with erect habit.....	.25	.80	1.50	2.50	

SCABIOSA (Annual). Distinctly valuable for outdoor cutting.

Peachblossom. Choicest pink25			.75	
Shasta. Pure white25			.75	
Azure Fairy. Choicest lavender-blue.....	.15			.50	
King of the Blacks.....	.15			.50	
Mixed. All colors15			.40	

SCHIZANTHUS WISETONENSIS.

Rose and Amber Shades.....	.50	1.00			
Brilliant Mixed50	1.00			

SMILAX. Retail growers continue to find this well known climber valuable.

4 ozs., \$1.75; 1 lb., \$6.00	.25			.50	
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STATICE.

Suworowii (Russian Statice). Long thin spikes of pink flowers.....	.25			1.25	
Sinuata. True blue. From May sowing it will be in full bloom in July.....	.15			.40	
Sinuata. White15			.40	
Bonduelli. Golden yellow15			.40	
Caspia. Large lilac25	1.00		3.00	

THUNBERGIA. (Black-eyed Susan). Well known climber; mixed.....

	.20			.80	
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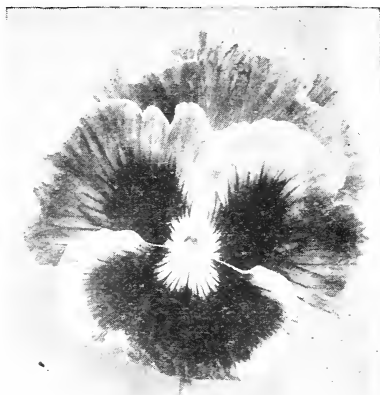
VERBENA. Grandiflora. Easily and more economically grown from seed than cuttings.

We offer only the true Grandiflora or large-flowered type in the choicest varieties.

	Tr.	Pkt.	1/4 oz.	1 oz.		Tr.	Pkt.	1/4 oz.	1 oz.
Blue	\$0.25	\$0.50	\$1.60		White	\$0.25	\$0.50	\$1.60	
Etna Geranium Red.....	.35	.85	3.00		Gigantea Mixed25	.40	1.25	
Pink25	.50	1.60		Fire Ball. Bright scarlet; dwarf compact growth, 6 ins.....	.50	1.25	4.00	
Rose Pink25	.50	1.60		Venosa. Heliotrope-blue, especially fine for bedding with white Alyssum25	.40	1.25	
Scarlet Coccinea25	.50	1.60						
Scarlet Lucifer. Vivid scarlet.....	.25	.50	1.60						
Luminosa. Flame pink shaded salmon25	.50	1.60						

VINCA. Free-flowering bedding plants. Sow in January in bottom heat.

	Tr.	Pkt.	1 oz.
Rosea, pink; Albo Oculata, white with pink eye. Each.....	\$0.20		\$0.80



Hardy PERENNIALS

Ball Gardens, West Chicago, Ill., includes a thirty-acre nursery in which the following items are largely grown for cutting. When we figure up the season's returns on this outdoor stock we frequently find the net profits exceed that of the greenhouses. Well drained land, frequent cultivation and careful selection of varieties are important points in growing outdoor as well as greenhouse crops.

AQUILEGIA. Graceful long-stemmed perennials that every retail grower should be interested in.

Tr. Pkt. 1/4 oz. 1 oz.

Mrs. Scott Elliott's Hybrids. The choicest long-spurred strain.....\$0.50 \$1.25 \$4.00

Dobbie's Imperial Hybrids. A choice European strain50 1.25 4.00

Jaetschauii. Large yellow with red spurs50 1.00 3.00

Cærulea. Blue..... .50 .60 2.00

Chrysantha. Silver Queen. Long-spurred silvery white50 1.25 4.00

Choice Mixed. A good mixture of long - spurred mixed colors..... .35 .75 2.00

BELLIS PERENNIS. (Double English Daisy). The Monstrosa varieties. Pink and white are the choicest available.

Both colors Tr. Pkt. 1/4 oz. 1 oz.
priced at.....\$0.50 \$0.75 \$2.50

CAMPANULAS. (Canterbury Bells). Cup-and-Saucer varieties.

Tr. Pkt. 1/4 oz. 1 oz.

Dark Blue (Violet).....\$0.25 \$0.50 \$1.60

Light Blue (Lilac).. .25 .50 1.60

Rose25 .50 1.60

White25 .50 1.60

Mixed20 .40 1.25

COREOPSIS. Tr. Pkt. 1/4 oz. 1 oz.

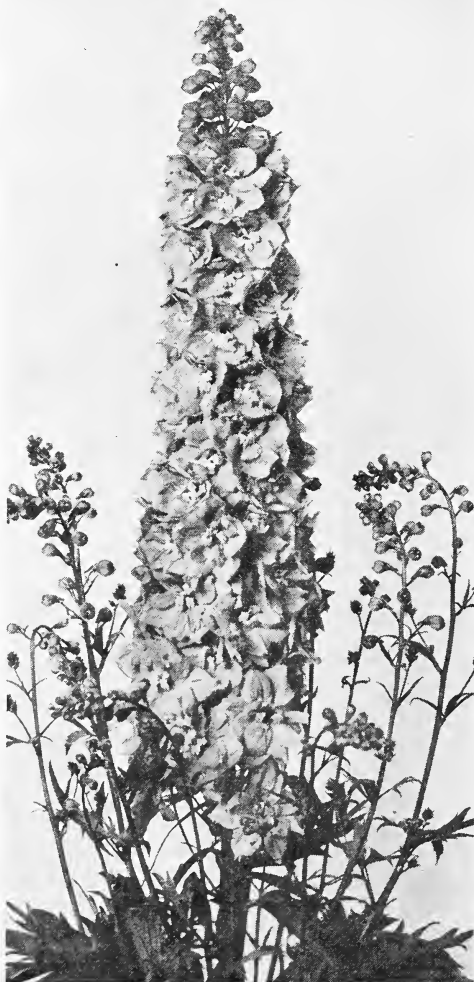
Regular single.....\$0.25 \$0.50 \$0.40

Semi-double25 \$0.35 1.00

DAISIES. Tr. Pkt. 1/4 oz. 1/2 oz. 1 oz

Alaska. The well known Shasta Daisy.....\$0.25 \$0.75 \$2.00

Elder. From Hartje & Elder's stock; comes quite true from seed .25 \$0.60 1.00



Delphinium—Hollyhock or Wrexham Strain.

Flower Seed Specialties For Florists

WEST CHICAGO, ILL.

DELPHINIUM. Our stock of all varieties can be depended on to come true to type. We carefully test this seed regularly for germination.

	Tr. Pkt.	1/4 oz.	1/2 oz.	1 oz.
Belladonna Improved. A very fine selection.....	\$0.50	\$1.00	\$3.00
Belladonna. Regular.....	.50	.85	2.50
Bellamosum. Dark blue50	.85	2.50
Gold Medal Hybrids.....	.25	1.00
Hollyhock Type. (Wrexham Strain). This is the choicest available stock among fancy delphiniums. Colors range from light to dark blue, and for size and stately growth this strain we find unexcelled.....	1.00	2.00	\$3.50	6.00

GAILLARDIA GRANDIFLORA. Showy long-stemmed perennials. Profitable cut flower crop. The following are clearly the choice cut flower colors.

Portola Hybrids50	.75	2.00
The Dazzler25	.50	1.50

GYPSOPHILA PANICULATA.

Double Snow White.....	.50	1.50	2.75	5.00
Single White15	.3050

HOLLYHOCKS.

Newport Pink. Double; a rich shade of pure pink.....	.25	.40	1.25
Chater's Double Chamois.....	.25	.40	1.25
Chater's Deep Rose.....	.25	.40	1.25
Chater's Sulphur Yellow.....	.25	.40	1.25
Alameda Pink. Allegheny type light pink.....	.35	.50	1.50
Allegheny Mixed25	.3575

LATHYRUS. Hardy perennial sweet pea.

Pink Beauty2575
White Pearl35	1.00
Mixed1550

MATRICARIA. Feverfew.

Double White. While not so uniform as a good stock from cuttings the strain we offer comes evenly double.....	.2050
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PYRETHRUM. A distinctly valuable cut flower perennial and perfectly hardy.

Hybridum. Single Mixed.....	.25	.50	1.50
Hybridum. Double Mixed.....	.50	1.50	5.00

SCABIOSA. The perennial type is perfectly hardy and valuable for cutting.

Caucasica Lilac. The best for cutting.....	.50	.75	2.00
Columbaria. Pink. Not so long-stemmed as Caucasica but choice for cutting.....	.50	1.00	3.00
Columbaria. Lavender.....	.50	1.00	3.00

STATICE LATIFOLIA. Blue. Fine to use fresh or for drying..

.25	.50	1.50
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"BETTER SWEET PEAS" by Geo. J. Ball. (Florists' Publishing Co., Chicago.)

A cloth-bound book of 210 pages, illustrated and covering the details of growing early or winter-flowering peas under glass. A chapter is devoted to the late or summer-flowering type; also one to the miscellaneous crops grown to advantage with peas. The author's system of steam sterilizing is described and illustrated in detail. We supply this at the publisher's price, \$1.75 postpaid.



"RAMONA" STRAIN
CALIFORNIA GIANT PETUNIA
AN IDEAL POT PLANT

THE flower seed crops we specialize in selling are grown in our greenhouses and on our grounds under the same conditions and for the same purpose that you will grow them. We take full advantage of this opportunity to check up on the worth of all new and standard kinds.

As growers ourselves we are able to select varieties with your needs in mind. We believe this is one reason why we are now supplying over 10,000 discriminating growers with our seed specialties. That is our business. May we be of service to you?

Gro. J. Ball.
WEST CHICAGO,
ILL.